LA Fashion District BID **Board of Directors Meeting**

Tuesday, January 25, 2005 at 11:45 a.m. CMC A 1175

AGENDA

Lunch Host	Ethan Eller	
Public Comment		
Approval of Minu	tes: December 16, 2004	TAB 1
New Boa	oort: Steve Hirsh (Vice-Chair) rd Member Welcome anual Updates (for returning Board Members)	TAB 2
**	of Proposed 2005 Meeting Calendar ce at Treasures of Los Angeles	TAB 3 TAB 4
Officer Election		
Committee Report	is .	
 Operation 	ns	
2. Finance		

Committee Appointments

3. Image & Communications

• Chair will notify Members of committee appointments for 2005

Executive Director's Report: Kent Smith TAB 5

New Business

Adjourn

Proposed Date for Next Board Meeting: Thursday, February 24, 2005



LA Fashion District BID **Board of Directors Meeting**

Thursday, February 24, 2005 at 11:45 a.m.

California Market Center Room A 1175

AGENDA

Lunch Host Peter Fleming

Public Comment

Approval of Minutes: January 25, 2005 TAB 1

Chairperson's Report: Steve Hirsh

• Annual Meeting Date Changed to Thursday, April 21, 2005

Broadway and 9th Proposed Contract for Services: Wolfgang Kupka

Committee Reports

<u>Finance</u>

• 2004 Audit **TAB 2**

• Motions to Approve Audit and Use of Undesignated Surplus TAB 3

Bylaws Review

Executive Director's Report: Kent Smith TAB 4

New Business

Adjourn

Scheduled Date for Next Board Meeting: Thursday, March 17, 2005 Proposed Date for Annual Meeting: Thursday, April 21, 2005



LA Fashion District BID Board of Directors Meeting Thursday, March 17th, 2005 at 11:45 a.m. California Market Center Room A 1175

AGENDA

Lunch Host Barry Gold

Public Comment

Approval of Minutes: February 24, 2005 TAB 1

Chairperson's Report: Steve Hirsh

Committee Reports

Finance

- Operations
- Image & Communications
- Bylaws Review

Executive Director's Report: Kent Smith TAB 2

Board Member Information Exchange

New Business

Adjourn

Annual Property Owner Meeting: Thursday, April 21, 2005 Scheduled Date for Next Board Meeting: Thursday, May 26th, 2005



LA Fashion District BID Board of Directors Meeting Thursday, May 26, 2005 at 11:45 a.m. California Market Center Room A 1175

AGENDA

Lunch Host Lance Kluger **Public Comment** Introduction of Captain Andy Smith & Captain Blake Chow, LAPD Central Division TAB 1 Approval of Minutes: March 17, 2005 Chairperson's Report: Ethan Eller, Vice Chair Resignation of Board Member Paul Lentz TAB 2 Date Changes for September Meetings **TAB 3** Committee Reports Finance: Laura Aflalo Discussion & Possible Action Regarding 2006 CPI Increase Bylaws: Barry Gold Discussion & Possible Action Regarding Committee Recommendation **TAB 4 TAB 5** Executive Director's Report: Kent Smith Updates to Written Report **New Business** Adjourn Next Meeting is scheduled for Thursday, July 28, 2005



LA Fashion District BID **Board of Directors Meeting** Thursday, July 28, 2005 at 11:45 a.m. California Market Center Room A 1375

AGENDA

Lunch Host Alex Moradi **Public Comment** Approval of Minutes: May 26, 2005 TAB 1 Chairperson's Report: Steve Hirsh Appointment of Board Member to Replace Paul Lentz Appoint Members to Election Committee TAB 2 Committee Reports Finance: Laura Aflalo Audited Financial Statements * **TAB 3** Operations: Peter Fleming Image & Communications: Ethan Eller & George Peykar Bylaws: Barry Gold • Discussion & Possible Action Regarding Committee Recommendation **TAB 4** Executive Director's Report: Kent Smith **TAB 5** • Updates to Written Report **New Business** Adjourn

Next Meeting is scheduled for Tuesday, September 27, 2005

^{*} We neglected to provide bound copies of the 2004 audited financial statements.



LA Fashion District BID Board of Directors Meeting Tuesday, September 27, 2005 at 11:45 a.m.

California Market Center Room A 1375

AGENDA

Lunch Host Steve Needleman

Special Presentation by Representatives from Otis School of Design

Samuel C. Hoi, President, Otis College of Art & Design Rosemary Brantley, Founding Chair of Otis School of Fashion Design

Public Comment

Approval of Minutes: July 28, 2005 TAB 1

Chairperson's Report: Steve Hirsh

Change December Meeting Date from December 15th to Thursday, December 1st

Committee Reports

Operations

Activity Summary TAB 2

TAB 3

TAB 4

Image & Communications

LA Fashion Awards

Election Committee

Discussion and Possible Action Regarding Election Candidates' Status Discussion & Possible Action Regarding Ballot Counting Procedure

LAUSD Delinquent Assessments

Consideration and Approval of Donation to New Orleans BID

Executive Director's Report: Kent Smith

Updates to Written Report

New Business

Adjourn

Next Meeting is scheduled for Thursday, November 10, 2005



LA Fashion District BID **Board of Directors Meeting**Thursday, November 10, 2005 at 11:45 a.m. CMC A 1175

AGENDA

Lunch Host: George Peykar	
Public Comment	
Approval of Minutes: September 27, 2005	
Chairperson's Report: Steve Hirsh	
Committee Reports	
o Review and Motion to Approve of 2006 Work Plan T.	'AB 2 'AB 3 'AB 4
Executive Director's Report	
New Business	
Adjourn	
Next Scheduled Board Meeting: Thursday, December 1, 2005	

B2005.agenda 11-10-05



LA Fashion District BID **Board of Directors Meeting**Thursday, December 1, 2005 at 11:45 a.m. CMC A 1175

AGENDA

Lunch Host: Justin Remeny

Public Comment

Downtown DASH Study Presentation by Phil Aker and Michael Davies from the LA Department of Transportation

Approval of Minutes: November 10, 2005 TAB 1

Chairman's Report

2006 Calendar: Review and Action to Approve
 TAB 2

Committee Reports

Image & Communications

Action Items

Action items	
1. Review and Action to Approve BID Insurance Renewals	TAB 3
2. Review and Action to Approve Renewal of	
Maintenance Contract	TAB 4
3. Review and Action to Approve Sponsorship of the	
2006 CCA Treasures of Los Angeles Event	TAB 5
·	

Adjourn Meeting to Closed Session

Executive Director's Report

• Discussion of Pending Litigation Re: Security and Janitorial Services Adjourn Closed Session and Resume Regular Meeting

Recognition of Retiring Board Members

- Peter Fleming
- Mehdi Soroudi

Announcement of Election Results

New Business

Adjourn

Next Scheduled Board Meeting: Thursday, January 19, 2006 upon approval of 2006 calendar

B2005.agenda 12-1-05

TAB 6



LA Fashion District BID Board of Directors Meeting Minutes

January 26, 2005 CMC A 1175

Members Present: Laura Aflalo, Ethan Eller, Peter Fleming, Barry Gold, Steve Hirsh, Paul Lentz, Steve Needleman,

George Peykar, Justin Remeny, Laurie Sale, Mehdi Soroudi, John van den Akker.

Members Absent: Lance Kluger, Alexander Moradi, Mark Weinstein.

Property Owners/Guests Present: Tom Anderson

Staff Present: Kent Smith, Executive Director. Lynn Myers.

1 **Public Comment**: None received.

2 Approval of Minutes from December 16, 2004. Approved by unanimous vote.

3 Chairperson's Report: Steve Hirsh, Vice Chair

Mr. Hirsh thanked Ethan Eller for hosting the Board of Directors luncheon.

New Board Member Welcome: Members introduced themselves.

Board Manual Updates: Distributed prior to the meeting.

<u>Approval of Proposed 2005 Meeting Calendar</u>: Approved by unanimous vote. Board Members were reminded that a minimum of three absences per year are allowed according to the Bylaws. Absences for today's meeting are excused because of the meeting date change.

Attendance at Central City Association' Annual Treasurers of Los Angeles Award Luncheon: A reservation list was circulated with a \$250 minimum donation for each seat.

4 Officer Election

According to the Bylaws, officers must be elected at the January meeting. The officers during 2004 were John Remeny, Chair; Steve Hirsh, Vice-Chair; Laura Aflalo, Treasurer; Ethan Eller, Secretary. The Bylaws comment on a traditional rotation with the Vice Chair assuming the Chair, etc. however this is not a requirement. Nominations from the floor are also acceptable. Officers are elected by a supermajority vote with a minimum of 10 voting affirmative.

- Steve Hirsh was nominated Chair and the motion was approved by unanimous vote.
- Ethan Eller was nominated Vice Chair and the motion was approved by unanimous vote.
- Laura Aflalo was nominated Treasurer and the motion was approved by unanimous vote.
- John van den Akker was nominated Secretary and the motion was approved by unanimous vote.

5 Committee Reports

Operations

Laura Aflalo and Kent Smith reported on the Surveillance Camera Pilot Project demonstration at the Operations Committee meeting hosted by the LAPD at Central Division. The proposal is to cover the area with camera surveillance in order to enhance the effectiveness of the LAPD. Hamilton Pacific Security Equipment installed the cameras at MacArthur Park and the project has been a great success. The Fashion District was chosen as the site for the downtown project. Broadway, the Financial District, and the Jewelry District are also being considered for camera installations.

The Motion Picture Association of America (MPAA) and Disney have verbally agreed to install ten cameras in high activity areas at a cost of \$100,000 to stop illegal DVD sales in the Fashion District.

The LAPD has no funds for the project and is relying on donations from corporations and the BIDs. The Hollywood BID is covering the entire cost for a system in their area. With MPAA's concentration on high activity areas in the BID, and neighboring BIDs working to install camera systems, it will be important for the Board to consider how it wants to address possible coverage for the rest of the district in the near future.

Members discussed a competitive bidding process for camera equipment with the criteria that it must work with LAPD's system and recommendations. Members also discussed the pros and cons of a mobile unit equipped with cameras that can be driven to hot spots, and, installing cameras on billboards.

Finance

Kent Smith reported on preparation for the annual audit scheduled for February 1st. Audited statements will be completed and available by the March meeting. The BID ended 2004 in a positive financial position. Maintenance and Special Projects are slightly over budget for the year.

All notations on financial reviews that refer to Income will be changed to Net Revenue or Net Assets.

Image & Communications

Ethan Eller reported on the extraordinary website hit numbers that reached 5 million hits during 2004, a 2.5 million increase over 2003 records. Over 87 million media impressions leveraged \$1.8 million in free advertising during the fourth quarter of 2004. New banners are up in more locations.

The BID is being approached more frequently by more non-profit organizations seeking donations for service programs. The Board was asked to consider how to address these requests in the future. They agreed to consider requests from groups on an individual basis with the goal of advancing a positive image of the LA Fashion District. Each group will be screened according to the flowing standardized template: (1) Non-profit status (2) Non-secular basis (3) Non-political position (4) Fashion District related (5) Consideration of staff time (6) Overall benefit to the Fashion District.

6 Committee Appointments

Chairman Steve Hirsh will review the requests submitted by Board Members and make appointments before the next Board meeting.

Ad Hoc Bylaws Review Committee: Justin Remeny volunteered to sit on the committee with Committee Chair, Barry Gold, and John van den Akker.

7 Executive Director Report

Kent Smith reported on updates to the written report that was attached to the January agenda information package distributed prior to the meeting.

<u>City BID Law</u>: The City is proposing changes to the BID law that will supersede State law. Several issues are raising concerns: (1) reduce the petition threshold from 50% to 30%, and (2) increase the BID term from 10 years to 15 years. The Confederation of Downtown Associations retained BID attorney John Lambeth to review the changes and comments were submitted to the City Clerk's office on January 21, 2005. (See Item 1)

The Board agreed to address the issues in detail at the February meeting to discuss what changes to support and what changes are to be considered at the committee level.

<u>Downtown Living Tour</u>: Central City Association created a marketing collaborative of residential developers that are contributing \$350,000 to showcase downtown's new residential projects. Already over 1,000 participants have reserved tickets to tour 11 projects on February 26th and 27th. Three of the destinations are located in the Fashion District: Pacific Electric Lofts, Santa Fe Lofts, and Santee Court.

<u>Fourth Quarter Activity Report</u>: The City of Los Angeles requires all BIDs to submit quarterly reports. In the future the Board may be required to approve these reports. (see Item 2)

<u>LAPD Commendation</u>: A commendation letter from LAPD Captain Rubert was acknowledged and BID staff was commended for positive changes made in the Safe Team program since last year. (see Item 3)

7 New Business

None discussed.

8 The meeting adjourned at 1:05 p.m.



LA Fashion District BID Board of Directors Meeting Minutes February 24, 2005 CMC A 1175

Members present: Steve Hirsh, Chair. Laura Aflalo, Ethan Eller, Peter Fleming, Barry Gold, Lance Kluger, Paul Lentz,

Alexander Moradi, Justin Remeny, John van den Akker, Mark Weinstein.

Members absent: Steve Needleman, George Peykar, Laurie Sale, Mehdi Soroudi.

Staff present: Kent Smith, Executive Director. Lynn Myers.

The meeting was called to order at 11:58 a.m. by Ethan Eller, Vice Chair. Mr. Eller thanked Peter Fleming for hosting the Board luncheon.

- I Public Comment: None received.
- II Approval of the Minutes: January 25, 2005. Approved by unanimous vote.

III Chairman's Report

The Board of Directors approved changing the date of the Annual Property Owner Meeting to Thursday, April 21, 2005.

IV Broadway and 9th Proposed Contract for Services: Wolfgang Kupka.

Mr. Kupka did not attend the meeting. The Board agreed to appoint an ad hoc committee to review any future requests, that are submitted in writing, on a case by case basis.

V Committee Reports

<u>Finance:</u> Kent Smith reported that the firm of Stanislawski & Harrison conducted the annual audit. Alan Harrison reported a very clean audit and commended assistance received from Jose Gonzalez, BID Finance Manager.

The Finance Committee recommended approval of the 2004 Audit and Financial Statements. The committee also recommended allocating 30% of the undesignated surplus toward the next BID renewal, and 70% to a reserve account to reduce any potential increase of assessment rates in 2006 for properties.

MOTION: Designate \$71,947 in surplus funds to 30% for a prudent reserve for BID renewal and 70% for reducing assessments in 2006. Barry Gold moved to approve. Steve Hirsh seconded.

The vote was taken and the motion passed on February 24, 2005.

Members voting yes: Barry Gold, Steve Hirsh, Paul Lentz, Alexander Moradi, Justin Remeny, John van den Akker, Mark Weinstein. Members voting no: Laura Aflalo, Ethan Eller, Peter Fleming, Lance Kluger.

MOTION: Approve the 2004 Financial Statements prepared by Stanislawski & Harrison Certified Public Accountants. Barry Gold moved to approve. Mark Weinstein seconded.

The vote was taken and unanimously approved on February 24, 2005.

Members voting yes: Laura Aflalo, Ethan Eller, Peter Fleming, Barry Gold, Steve Hirsh, Lance Kluger, Paul Lentz, Alexander Moradi, Justin Remeny, John van den Akker, Mark Weinstein.

<u>Bylaws Review</u>: Committee Chair Barry Gold reported on the first meeting to review the bylaw definition of related parties. The committee expects to present a recommendation to the Board of Directors in April or May 2005.

VI Executive Director Report: Kent Smith

Several updates to the written report were discussed. See Item 1.

<u>Fire</u>: Los Angeles Fire Department (LAFD) responded to an early morning fire at 832 San Pedro Street today (2-24-05). Six businesses were affected and arson is expected. The Safe Team worked with LAFD and the LAPD to maintain public safety in the area.

Board of Directors Meeting Minutes: February 24, 2005. Page 2.

<u>Trash</u>: The maintenance program is over budget due to a new increase in dump fees from \$35/ton to \$38/ton. We are working with the Mayor's office and other BIDs to roll back the fees. Mark Weinstein suggested that the BID should also be concerned with all the revenue the City is collecting from the district in the form of sales tax, utility fees, and parking meter revenue, and that we should be receiving services in return for these revenues.

Off Duty Police: The Police Commission is finally considering the issue of allowing BIDs to hire uniformed off duty police. City of Los Angeles BIDs are working to coordinate a meeting in April with the Mayor and Police Chief to help move this issue forward.

VII New Business: None discussed.

VIII The meeting adjourned at 1:14 p.m.

B2005.minutes 2-24-05

LA Fashion District BID **Board of Directors Meeting Minutes**March 17, 2005 CMC A 1175

Members Present: Steve Hirsh, Chair. Ethan Eller, Peter Fleming, Barry Gold, Paul Lentz, Alexander Moradi, Steve

Needleman, Justin Remeny, Laurie Sale, Mehdi Soroudi, John van den Akker, Mark Weinstein.

Members Absent: Laura Aflalo, Lance Kluger, George Peykar.

Staff Present: Kent Smith Executive Director. Lynn Myers. Guests Present: Daniel Kramer, CORO Fellow.

Ethan Eller, Vice Chair, convened the meeting and thanked Barry Gold for hosting lunch for the Board of Directors.

I Public Comment: None received.

II Approval of Minutes from February 24, 2005: Approved by unanimous vote.

III Committee Reports

Finance: Kent Smith reported that the Directors & Officers Insurance annual premium increased by 1% to \$8,000 for \$5 million in liability coverage. That compares favorably with the 69% increase the previous year. Board Members agreed to continue the current coverage.

Operations: <u>Cameras</u>: According to Sgt. Acosta, LAPD, the Motion Picture Association of America (MPAA) will determine by the end of March if they will fund more surveillance cameras in the Fashion District.

<u>Illegal Vending Task Force</u>: The new enforcement procedure issued by the Bureau of Street Services on March 16, 2005, make it more challenging for curtailing illegal vending activities. (see Item 1). Kent Smith will work to gain support for more stringent enforcement guidelines through BID Consortium members. Mehdi Soroudi maintained that sidewalk vending is part of the character of the district and that sidewalk merchandising should be exempted from citations if the displays do not extend more than 30 inches into the sidewalk area. Smith said if the owners want this exemption he will support it at the Council level however the LAPD are opposed to this practice. Mehdi Soroudi was appointed to the Operations Committee to contribute his views to this matter as it progresses.

Image & Communications: Website Update: The committee extended a request for quote (RFQ) to several website development companies. Urban Shopping Adventures is now conducting 6-7 tours a week. Smith thanked Board Member Steve Needleman for donating office space to the start up tour company.

Bylaws Review: Barry Gold summarized the proceedings of the two committee meetings. Board Members will address the final recommendation at their meeting in May.

IV Executive Director's Report

Smith summarized updates to the report attached as Item 2:

<u>City BID Contract</u>: The latest update ensures that the city must give written notice of termination for breech of contract to a BID if it fails to perform any of the provisions of the agreement and thirty days to cure the default. A new problem has surfaced with a proposed conflict of interest clause that prohibits BID renewal consultants from working for the BID on other projects. Another contract draft for comment is expected.

<u>City BID Ordinance</u>: The city is creating an ordinance for all BIDs that will supersede the State Ordinance. The ordinance proposes no overlapping BID boundaries either by tenants or organizations that want to challenge an existing BID; reduction of the petition renewal requirement from 50% to 30% approval; increase in the term of renewal from 10 years to 15 years.

<u>Closure of the Lyndon Hotel</u>: After nearly eight years in the nuisance abatement process the Lyndon Hotel was finally closed for failing to meet improvement conditions.

<u>Wayfinding Signage</u>: A press conference is planned for April to unveil the first sign. Installation of the entire downtown system will be completed by August and is the largest signage program in the country. The BIDs will maintain and replace signs after the installation is completed.

V New Business: None discussed

VI The meeting adjourned at 1:10 p.m.



110 East 9th Street, Suite A 1175, Los Angeles, CA 90079 (213) 488-1153 fax (213) 488-5159 www.fashiondistrict.org info@fashiondistrict.org

LA Fashion District BID Board of Director's Meeting Minutes

May 26, 2005 California Market Center A 1175

Members Present: Laura Aflalo, Ethan Eller, Barry Gold, Steve Needleman, Justin Remeny, Laurie Sale, Mehdi Soroudi, John van den Akker.

Members Absent: Peter Fleming, Steve Hirsh, Lance Kluger, Alex Moradi, George Peykar, Mark Weinstein. Property Owners Present: Raquel Bensimon, John Kim. Guests Present: Captain Smith, LAPD Central Division. Staff Present: Kent Smith, Executive Director. Lynn Myers.

Vice President Ethan Eller called the meeting to order and thanked Lance Kluger for hosting the lunch. Mr. John Kim, CMC General Manager was introduced.

I Public Comment: None received.

II Introduction of LAPD Captain Smith

Captain Smith was appointed to Central Division in May 2005 when Captain Rubert retired. Smith sees three major issues for Central Division: (1) Centralize homeless actions and activities to reduce widespread drug and encampment activity into a single area in the city; (2) reduce narcotics activity; (3) reduce the sense of "lawlessness" in downtown and start an immediate assessment of the situations followed by enforcement of laws; and (4) reduction of illegal vending starting with sweeps on counterfeit merchandise and non-permitted food sales. Smith will work to coordinate city/LAPD responses to enforce the Anti-Encampment Ordinance, and narcotics abatement with federal agents. Overall there is no easy fix but the LAPD intends to make a difference and BIDs are seen as an asset in LAPD efforts.

Smith also reported that Officer Julie Nony will now be heading the LAPD illegal vending task force and Alicia Jordan will take over as Senior Lead Officer for A85.

III Approval of the Minutes of March 17, 2005. Approved by unanimous vote.

Chairman's Report: Ethan Eller

Resignation of Board Member Paul Lentz: According to the Bylaws there are two options for Board vacancies. A Board member can be appointed by a supermajority of members, or, the seat can be left vacant until the next election. John Kim, who is now General Manager of the California Market Center, indicated his interest in joining the Board. A vote will be taken at the next meeting where a supermajority of members is present.

<u>Date Changes for September Meetings</u>: The following date changes were acknowledged: Finance: September 20; Operations: September 20; Board of Directors: September 27.

IV Committee Reports

<u>Finance:</u> Committee Chair Raquel Bensimon reviewed the recommendation of the Finance Committee on whether to increase assessments in 2006. (see Item 1) She noted that there is no reserve funding for unanticipated expenses. The motions were circulated for consideration:

Motion 1:

Forgo any 2006 assessment increase with the understanding that the 2006 budget has no money reserved for BID renewal or any reserve for unanticipated large expenses such as legal costs.

In lieu of the assessment increase the Finance Committee unanimously endorsed the staff recommendation to cover the anticipated increase cost in the 2006 budget with the following money:

Board of Directors Meeting: May 26, 2005. Page 2 of 3

- a) \$50,000 in 2004 surplus funds already designated in the 2004 Financial Statements to offset 2006 assessment increases:
- b) \$40,000 from additional 1999-2003 surplus funds to be used to offset 2006 assessment;
- c) \$1,800 from a 1.41% assessment increase in Zone 7 assessments in 2006, to compensate for the funds allocated from the 1999-2003 surplus in (b) above; and
- d) Remaining funds (\$42,500) from an anticipated surplus in the 2005 budget.

Laura Aflalo moved. John van den Akker seconded.

Discussion focused on surplus funds accumulated from the previous BID, and provisions for the next BID renewal. An amendment to the motion was introduced by Barry Gold and seconded by Steve Needleman to increase 2006 assessments by 1% for all Zones except Zone 7 which would be increased by 2.41%. This increase would provide a cushion for unanticipated expenses and contribute to future BID renewal funding.

Motion 1 Amendment: Increase 2006 assessments by 1% for BID renewal.

Members voting Yes: Ethan Eller, Barry Gold, Steve Needleman, Justin Remeny, John van den Akker.

Members voting No: Laura Aflalo, Mehdi Soroudi.

The amendment was approved.

Motion 1 Amended: Increase the 2006 BID assessments by 1% for all Zones except Zone 7 which will be increased by 2.41%.

Members voting Yes: Ethan Eller, Barry Gold, Steve Needleman, Justin Remeny, Mehdi Soroudi, John van den Akker.

Members voting No: None. Abstentions: Laura Aflalo.

The motion passed on May 26, 2005.

South Santee Alley Association and the North Alley Association submitted request letters for the 3% increase that are attached as Items 2 & 3.

Motion 2: Approve the requests from both the North and South Santee Alley Associations that their 2006 overlay (only) assessments be increased by the maximum allowed limit of 3%.

Approved by unanimous vote on May 26, 2005.

Members voting Yes: Laura Aflalo, Ethan Eller, Barry Gold, Steve Needleman, Justin Remeny, Mehdi Soroudi, John van den Akker.

<u>Bylaws:</u> Due to a lack of a supermajority quorum of 10 members, Committee Chair Barry Gold asked attending members to review the report in preparation for a possible vote at the next meeting.

V Executive Director's Report: Kent Smith

The following items are updates to the written report attached here as Item 4.

<u>Fiesta Broadway</u>: Councilmember Villaraigosa responded to Mr. Needleman's letter of concern regarding problems impacting the downtown area due to the annual event. See Item 5. The letter indicated that the Council Office will encourage the event planners to include merchants, residents, BIDs, and other entities earlier in the planning process in order to mitigate concerns.

<u>Hiring Off-Duty Police in Uniform</u>: Chief Bratton supports the concept of paid detail. BID will be able to hire officers to address special problems such as illegal vending, or special events. The Police Commission report will go to the Public Safety Committee consideration, and then to the City Council for final approval.

<u>Trash Disposal Fee Assistance</u>: It is clear that the BID will not be receiving discounts for dump fees. However, the Bureau of Street Services is forming Task Force to help the BID address trash problems in the district. Overall, we anticipate that some good will come of our efforts to procure city assistance for collection fee increases.

<u>SB351</u>: Senator Soto introduced this bill for Senate approve in April 2005 requiring start up BIDs and renewing BIDs to not only to obtain 50% of the total assessments, but also approval from 50% of the individual property owners. Senator Soto believes that the law as currently written allows abuses by a very few large property owners that desire to force a district on a majority of dissenting small owners. The bill passed 36-0 in the Senate and is now being considered by the Assembly.

Board of Directors Meeting: May 26, 2005. Page 3 of 3

In the Fashion District BID's case, the numbers of small condo owners paying \$150 per year for BID services, could outvote the number of property owners paying the larger share of the assessments, if the bill becomes law. Also, locating over 300 individual property owners, who are oftentimes absent from the area and the country, would be nearly impossible.

If approved by the Assembly and signed by the Governor, this bill could effectively disestablish every BID in the state. Southern California BIDs are forming a coalition to meet with members of the State Legislature to propose an amendment that will mitigate the effect of the new requirement of 50% approval from individual property owners.

<u>Green Card Approved</u>: Kent Smith thanked the Board of Directors for their sponsorship of his Green Card application that was finally approved after six years.

VI New Business

The Board unanimously agreed to invite candidates for Council District 14 election to a Board meeting before the November election.

VII Adjourned at 1:15 p.m.

B2005.minutes 5-26-05



LA FASHION DISTRICT BID 110 East 9th Street, Suite A 1175, Los Angeles, CA 90079 (213) 488-1153 fax (213) 488-5159 www.fashiondistrict.org info@fashiondistrict.org

LA Fashion District BID Board of Directors Meeting Minutes July 28, 2005 CMC A 1175

Members Present: Steve Hirsh, Chair. Laura Aflalo, Ethan Eller, Peter Fleming, Barry Gold, Lance Kluger, Steve Needleman,

George Peykar, Justin Remeny, Laurie Sale, Mehdi Soroudi, John van den Akker, Mark Weinstein.

Members Absent: Alexander Moradi.

The meeting was called to order at 12:10 p.m.

I Public Comment: None received.

II Approval of Minutes from May 26, 2005: Approved by unanimous vote.

III Chairperson's Report: Steve Hirsh

Appointment of Board Member to Replace Paul Lentz

Motion: Appoint John Kim, General Manager of the California Market Center to replace Paul Lentz.

Steve Needleman moved to approve. Ethan Eller seconded.

The motion passed by unanimous vote on July 28, 2005.

Members voting Yes: Laura Aflalo, Ethan Eller, Peter Fleming, Barry Gold, Steve Hirsh, Steve Needleman, George Peykar, Justin Remeny, Laurie Sale, Mehdi Soroudi, John van den Akker, Mark Weinstein.

Note: Lance Kluger arrived after this vote.

Appointment of Members to Election Committee

Barry Gold, Justin Remeny, and Laurie Sale volunteered and were appointed to oversee the open election of six members to the 2006 Board of Directors.

IV Committee Reports

Finance

- Both contracts for clean and safe services end in December 2005. The current FSS and Securitas contracts include options for renewal for another two years. We are examining alternatives to provide a recommendation for renewal or a new RFP process.
- The Statement of Activities handout shows six month results for 2005 as compared to 2004. (see Attachment 1)

Operations

- LAPD Captains and Senior Lead Officers from Central and Newton Divisions attended the Operations Committee meeting on June 23rd.
- Reports focused on surveillance cameras and illegal vending.
- Enforcement continues with Central, Newton and the BID working together.
- Over 4500 pirated DVDs and CDs were confiscated and three arrests made.
- July Nony has been promoted to lead officer of the LAPD Illegal Vending Unit
- Senior Lead Officer Alisha Jordan is the new SLO for the Car A85 area. SLO Jordan has extensive experience with narcotics and abatement, and close ties with the City Attorney.

Image & Communications

- Based on the results of the RFP process, the committee agreed to hire Marutek as the new web site vendor. The website is due for
 updates and redesign. Marutek services most closely fit the needs of the BID, and is the least expensive quote. The committee also
 agreed to use a portion of the remaining allocated website funds for advertising to promote the new website once it is completed.
- The first annual LA Fashion Awards is slated to be held at the Orpheum Theater in October. The BID will be a sponsor for the award program to leverage increased media attention that is expected for this event. Other sponsors include Moss Adams, Downtown Center BID, FEDX, and NASDAQ.
- A 6 month activity summary shows significant increases in media impressions, website hits, and free advertising dollars leveraged, over numbers recorded at the same time last year. (see Attachment 2)

Bylaws

In preparation for the upcoming election, the Ad Hoc Election Committee developed two options to address the situation of related persons running for the office of Board of Directors.

The committee recommended Option 2 and asked the Board to decide by voting on both options. The option receiving the majority of votes will prevail.

Board of Directors Meeting Minutes: July 28, 2005: Page 2 of 2

Motion: Approve Option 2: Allow all candidates to run and let the voters decide who shall be elected. However, first notify related candidates that they are related to another candidate(s) and allow them to withdraw if they want to, and identify the related group of candidates on the ballot and explain that only the one with the most votes will be elected.

Steve Needleman moved to approve. Justin Remeny seconded.

Yes 7 No 4 Abstentions 1

Members voting Yes: Ethan Eller, Barry Gold, Steve Needleman, Justin Remeny, George Peykar, Mehdi Soroudi, John van den Akker.

Members voting No: Laura Aflalo, Steve Hirsh, Laurie Sale, Mark Weinstein.

Members Abstaining: Peter Fleming.

Note: Lance Kluger arrived after the vote was taken.

The motion failed as it did not have the ten votes required to pass.

Motion: Approve Option 1: The related parties must decide amongst themselves which one candidate shall run. If they cannot decide in a timely manner then none of the related persons shall be allowed to run, or serve if they win by write-in vote. Ethan Eller moved to approve. Peter Fleming seconded.

Yes 11 No 1 Abstentions 0

Members voting Yes: Laura Aflalo, Ethan Eller, Peter Fleming, Barry Gold, Steve Hirsh, Steve Needleman, George Peykar, Justin Remeny, Laurie Sale, John van den Akker, Mark Weinstein.

Members voting No: Mehdi Soroudi

There were no abstentions. Note: Lance Kluger arrived after the vote was taken.

Option 1 was approved by super majority vote on July 28, 2005.

This revision will be forwarded to legal counsel for incorporation into the current bylaw document.

V Executive Director's Report

Kent Smith added the following updates to the written report that was distributed prior to the meeting:

Surveillance Cameras

The BID has an option to expand the surveillance camera network. Hamilton Pacific is scheduled to make a presentation at the next Board of Director's meeting in September. Several elements require consideration:

- 1. Should the BID fund the "hubs" and the owners pay for the cameras?
- 2. BID needs to ensure that the LAPD are using the cameras.
- 3. Maintenance funds could be covered by BID; \$10,000 a year is probable and should cover moving equipment from a location and reinstallation on another location. Hamilton Pacific will be asked to address this item in detail at the September meeting.
- 4. LAPD needs more staff to respond to the activity being picked up by the cameras.

Vending

Operations Director Randy Tampa suggested issuing moving violation fines to Cushman Carts that are in violation of vehicle inspections for proper brake lights and other required vehicle equipment. LAPD started enforcement several weeks ago and were surprised to find that some Cushman Cart owners did not have driver licenses. Enforcement will continue; the number of carts entering the district has been reduced at least for the moment.

Market Research Study

The scope of work was distributed prior to the meeting. As there was no comment, and no comments received during the meeting, staff will proceed with the project by obtaining Board signatures on the contract within the next several days. The overall goal of the project is to obtain a good perspective on the economic impact of the LA Fashion District in the Los Angeles economy. The Los Angeles Economic Development Corporation (LAEDC) and Economic Research Associates (ERA) will work together with BID staff to complete the study by the end of the year and publish a final report by February 2006. Parking Study

Due to opposing points of view, the CRA is planning to rebalance the discussions between parking lot owners, property owners, merchants, BIDs, and developers. One of the main objectives of the study is to balance parking demand with supply over the next ten years. Another objective is to retrieve revenue that is collected from parking fines for use in downtown. Lot owners are objecting to the proposal of a centralized bureaucracy for lot management. The BID will continue to monitor the study.

VI New Business

Peter Fleming raised objection to the Board approval of a 1% CPI increase for 2006 assessments based on finance records that show a surplus. He proposed the following action:

Motion: The Board of Directors agree to reconsider the 1% CPI increase for 2006 assessments.

Peter Fleming moved to approve. The motion was not seconded.

The motion failed on July 28, 2005.

VII The meeting adjourned at 1:15 p.m.

LA Fashion District BID Board of Directors Meeting Minutes December 1, 2005

Members Present: Laura Aflalo, Ethan Eller, Peter Fleming, Barry Gold, Steve Hirsh, Steve Needleman, George Peykar, Justin Remeny, Laurie Sale.

Members Absent: Lance Kluger, John Kim, Alexander Moradi, Mehdi Soroudi, John van den Akker,

Mark Weinstein.

Guests Present: Phil Aker, Dave Michaels. Staff Present: Kent Smith, Executive Director. Lynn Myers.

A revised agenda was posted 72 hours prior to the meeting and distributed to Members. (see Item 1)

I Public Comment: None received.

II Downtown DASH Study Presentation

Mr. Aker and Mr. Michaels, representatives from LA Department of Transportation, explained that the purpose of the study is to determine how the current DASH service can be restructured to meet the needs of the "new" downtown. DASH service started in 1971 and a major restructuring was undertaken in 1996. DASH has become a critical link between major transportation hubs for employees, visitors, and now residents. The current study is seeking input from stakeholders to consider possible new areas to add to the current service routes, and what can be done to improve current service. LADOT is relying on BIDs as a front line for input on new origins and destinations in downtown.

Board members agreed that DASH buses should continue servicing the popular "D" and "E" routes through the Fashion District. Also, the east part of the district is growing rapidly and should be considered in future planning.

III Approval of Minutes of November 10, 2005: Approved by unanimous vote.

IV Chairman's Report: Steve Hirsh

Mr. Hirsh thanked Justin Remeny for hosting the Board lunch.

The 2006 Calendar was approved by unanimous vote.

Members Voting: Laura Aflalo, Ethan Eller, Peter Fleming, Barry Gold, Steve Hirsh, Steve Needleman, George Peykar, Justin Remeny, Laurie Sale.

V Committee Reports Image & Communications: Tabled for future discussion.

VI Action Items

1. Review & Action to Approve BID Insurance Renewals

MOTION: Approve insurance renewals for Property, General Liability, and Excess Liability for 2006. Justin Remeny moved to approve. Peter Fleming seconded.

The motion passed with a unanimous vote on December 1, 2005.

Members Voting: Laura Aflalo, Ethan Eller, Peter Fleming, Barry Gold, Steve Hirsh, George Peykar, Justin Remeny, Laurie Sale.

Staff will research the cost to increase the Umbrella Policy coverage to \$5 million.

2. Review and Action to Approve Renewal of the Maintenance Contract.

MOTION: Approve renewal of the Maintenance contract through the end of the current BID on December 31, 2008.

Ethan Eller moved to approve. George Peykar seconded.

The motion passed with a unanimous vote on December 1, 2005.

Members Voting: Laura Aflalo, Ethan Eller, Peter Fleming, Barry Gold, Steve Hirsh, George Peykar, Justin Remeny, Laurie Sale.

Board of Directors Meeting Minutes: December 1, 2005. Page 2 of 2

3. Review and Action to Approve Sponsorship of the 2006 CCA Treasures of Los Angeles Event. The cost is \$3,500 for the Silver Sponsorship and is considered part of the BID's annual membership dues in the non-profit category.

MOTION: Approve \$3,500 sponsorship of the 2006 CCA Treasures of Los Angeles Event.

Ethan Eller moved to approve. George Peykar seconded.

The motion passed with a unanimous vote on December 1, 2005.

Members Voting: Laura Aflalo, Ethan Eller, Peter Fleming, Barry Gold, Steve Hirsh, George Peykar, Justin Remeny, Laurie Sale.

VII Discussion of Pending Litigation Re: Security and Janitorial Services

Meeting adjourned to closed session at 12:43 p.m. Meeting resumed at 12:56 p.m.

VIII Executive Director's Report

New information and recent updates to the written report:

Clean & Safe Team Holiday Party: Board members were invited to attend the party on December 21st.

CPI Increase: The City's response to Santee Maple Alley Association's (SMAA) request for reconsideration of a 3% CPI increase stated that the Alley did not receive roll-over funds from the last BID. Therefore they are eligible for the 2.41% increase and not restricted to the 1% increase allowed to the rest of the district except Zone 7. The City is now looking at the issue which may lead to a retroactive payment starting with the 2007 tax rolls. The BID will continue to pursue the matter.

IX Recognition of Retiring Board Members

Peter Fleming and Mehdi Soroudi were honored with special plaques for their years of service on the Board of Directors.

X Election Results Announcement

The accounting firm Stanislawski & Harrison counted 130 ballots, tabulated the votes and submitted the results in a sealed envelope that was opened at the meeting.

- Laura Aflalo, Mark Chatoff, John Kim, Alexander Moradi, and John van den Akker were elected to three year terms.
- Sina Kangavari was elected to one year terms.

XI The meeting adjourned at 1:15 p.m.

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LA Fashion District BID Board of Directors Meeting Minutes September 27, 2005 CMC A 1375

Members Present: Ethan Eller, Barry Gold, Steve Hirsh, John Kim, Steve Needleman, George Peykar, Laurie Sale, John van den Akker.

Members Absent: Laura Aflalo, Peter Fleming, Lance Kluger, Alex Moradi, Justin Remeny, Mark Weinstein.

Guests Present: Rosemary Brantley, Samuel C. Hoi, Larry Hudson, Kate O'Neal.

Staff Present: Kent Smith, Executive Director. Lynn Myers.

1 Special Presentation by Otis School of Design

Ms. Brantley and Mr. Hoi presented the history and goals of Otis School of Design and how the school is preparing students to enter the apparel industry. One of the two campuses is located in the Fashion District offers a curriculum in fashion design. The school is rated as one of the top four programs in the world.

- **Public Comment**: None received.
- 3 Minutes from July 28, 2005 were approved by unanimous vote.

4 Chairperson's Report: Steve Hirsh

The Board of Director's meeting scheduled for December 15th was rescheduled to December 1st.

5 Committee Reports

Operations

- Both Newton and Central Division LAPD, including Captain McNamara and Captain Wakefield, attended the committee meeting on September 20, 2005. The divisions are working closely to provide cross over assistance to address problems in the LA Fashion District. The results are very positive.
- The abandoned merchandise inventory and storage process was discussed and the system was confirmed to be in order
- Both security and maintenance contracts are currently being reviewed for renewal. FSS and Securitas have agreed to try to maintain the current bill rates.
- The proposed 2006 Operations Budget was approved by the Committee.

Election

- Candidates: Six property owners have declared their intent to run in the election for the six vacancies. Those
 candidates seeking a second term are Laura Aflalo, John Kim, Alexander Moradi, and John van den Akker.
 Property owners seeking a first term are Mark Chatoff, and Sina Kangavari. Ballots will be mailed to all
 property owners on October 24th and election results announced at the Board of Directors meeting on
 December 1, 2005.
- The September 15th record date established in 2004 will remain unchanged.
- Ballot Counting Process: The Election Committee recommended retaining the accounting firm of Stanislawski and Harrison to count the ballots. As in the previous two elections, the auditors will provide a final count including vote percentages received by each candidate.

<u>Image</u>

- Website: The new website will be on line by October 15th, 2005.
- LA Fashion Awards: The first annual event, scheduled for October 21st, will raise the profile of the district's apparel industry and leverage free advertising by reaching buyers on a national level. Mayor Villaraigosa is expected to attend. The BID is sponsoring the event at the \$5,000 level.
- Holiday Advertising: Print and radio will comprise the major portions of the \$27,000 budget.
- The proposed 2006 Image & Communications Budget was approved by the Committee.

6 LAUSD Delinquent Assessments

Board members agreed to continue to press LAUSD for 50% of the assessments in arrears starting from 1999 when an LAUSD property became part of the BID. They also agreed to reconsider a donation to the LA's Best program at a future date.

7 Consideration of Donation to the New Orleans BID

In the wake of devastation produced by Hurricane Katrina, many BIDs throughout the country are donating funds to the New Orleans BID. The Board agreed to donate to the cause on an individual basis. A memo will be circulated that includes details.

8 Executive Director's Report

Updates to the written report distributed in the Board package:

- On September 22, 2005, representatives from the City Attorney, LAPD, BIDs, social service organizations, and Council District 9 met to discuss the future of Skid Row. Several programs may produce importance positive results for the Fashion District: (1) a designated downtown narcotics recovery zone may be implemented with the objective of keeping drug dealers away from the area with stay away notices. The boundaries were initially Hill Street to Alameda and 3rd Street to Olympic. The BID convinced the group to move the boundary to the 10 Freeway in order to include the Fashion District. Councilmember Perry intends to introduce the motion to the City Council, however the final determination and confirmation will be made by the District Attorney.
- Proposition 63 funds are expected to top \$400 million. The funds are intended to improve the state of mentally ill individuals who are chronically homeless. Downtown LA is designated to receive only 28% of the funds. Downtown stakeholders are planning to attend an October meeting of the oversight committee to secure more funds for Los Angeles and more funds from the mentally ill who are chronically homeless.
- The California Downtown Association recognized the LA Fashion District with a second Crystal Eagle Award for our 2005 marketing collaterals including banners, the annual report, and quarterly newsletters.
- The Yankee Housing Project has replaced a blighted area in the north part of the district. This welcome new project is asking the BID to consider making a donation to SRO Housing that led the nuisance abatement efforts. They are now negotiating the same type of project at the Leland Hotel and may consider purchasing and converting the problematic Huntington Hotel on 8th and Main in our BID.
- The Santa Fe Loft building at 6th Street between Main Street and Los Angeles Street resides in two BIDs: the LA Fashion District BID and Historic Downtown BID. However the owner has been paying all assessments to the Historic Downtown BID. We are working with Downtown Center BID which manages the Historic Downtown BID to resolve the matter.
- 9 The meeting adjourned at 1:20 p.m.

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LA Fashion District BID Board of Directors Meeting Minutes November 10, 2005 CMC A 1175

Members Present: Laura Aflalo, Ethan Eller, Peter Fleming, Steve Hirsh, Alex Moradi, George Peykar, Laurie Sale, John van den Akker, Mark Weinstein.

Members Absent: Barry Gold, John Kim, Lance Kluger, Steve Needleman, Justin Remeny, Mehdi Soroudi.

Staff Present: Kent Smith, Executive Director. Lynn Myers.

- 1 **Public Comment**: None received.
- 2 Minutes from September 27, 2005 were approved by unanimous vote.

3 Chairperson's Report: Steve Hirsh

Mr. Hirsh reminded Board Members that the next Board meeting is scheduled for December 1st.

4 Committee Reports

Finance

The Finance Committee met on October 18th to review and prepare a recommendation for Board approval of the 2006 Budget. All standing committees submitted their recommended 2006 budgets in advance. Clean and Safe expenditures were increased for next year to cover gas prices, tree trimming and pay raises.

The Finance Committee agreed to approve the budget with the following qualifications:

- All non-payroll special project fund expenditures should be approved by the Board of Directors.
- Participation in the 2006 "The Intersection Program" should be approved by the Board of Directors.
- Significant dollar-amount sponsorships should be approved by the Board of Directors.

Discussion focused on balancing advertising dollars to promote the district's wholesale and retail industries, and residential neighborhood. As there are valid pro and con arguments for all sides, the BID intends to approach each expenditure cautiously and with the view that all advertising dollars should attract attention to the entire district.

MOTION: Accept 2006 Budget item for The Intersection Program provided that expenditures be approved by the Board of Directors.

John van den Akker moved to approve. Laurie Sale seconded.

The vote was taken and the motion passed on November 10, 2005.

Members voting Yes: Steve Hirsh, Alex Moradi, Laurie Sale, John van den Akker, Mark Weinstein. Members voting No: Laura Aflalo, Peter Fleming, George Peykar. Members Abstaining: Ethan Eller.

MOTION: Accept the 2006 Budget.

John van den Akker moved to approve. Laurie Sale seconded.

The vote was taken and the motion passed by unanimous vote on November 10, 2005.

Members voting Yes: Laura Aflalo, Ethan Eller, Peter Fleming, Steve Hirsh, Alex Moradi, George Peykar, Laurie Sale, John van den Akker, Mark Weinstein.

MOTION: Accept the 2006 Work Plan.

Mark Weinstein moved to approve. Laurie Sale seconded.

The vote was taken and the motion passed by unanimous vote on November 10, 2005.

Members voting Yes: Laura Aflalo, Ethan Eller, Peter Fleming, Steve Hirsh, Alex Moradi, George Peykar, Laurie Sale, John van den Akker, Mark Weinstein.

MOTION: Approve appointment of Stanislawski and Harrison as auditors for the 2005 fiscal year.

Ethan Eller moved to approve. George Peykar seconded.

The vote was taken and the motion passed by unanimous vote on November 10, 2005.

Members voting Yes: Laura Aflalo, Ethan Eller, Peter Fleming, Steve Hirsh, Alex Moradi, George Peykar, Laurie Sale, Mark Weinstein.

MOTION: All non-payroll special project fund expenditures and all sponsorships of a material nature should be approved by the Board of Directors.

Ethan Eller moved to approve. George Peykar seconded.

The vote was taken and the motion passed by unanimous vote on November 10, 2005.

Members voting Yes: Laura Aflalo, Ethan Eller, Peter Fleming, Steve Hirsh, Alex Moradi, George Peykar, Laurie Sale, John van den Akker, Mark Weinstein.

Election

Six candidates are running for six open seats in the campaign to elect Members to the 2006 Board of Directors. More outreach was recommended to avoid falling below the required number of candidates in the future. Discussion focused on the cost of conducting the open elections. The first election in 2003 cost approximately \$9,000 to cover legal, auditor, and consultant fees, printing and postage. The 2004 and 2005 elections cost approximately \$5,000 each to cover auditor and consultant fees, printing and postage. Legal fees were not necessary in the past two election campaigns. Members agreed that there are other less expensive ways to conduct elections however the current process offers credibility and equality to the appointment of Board Members.

Operations

<u>Automated Public Toilet (APT) Location</u>: Representatives from the Bureau of Street Services (BSS) attended the October 18th meeting to discuss locating an APT in a high-volume pedestrian traffic area of the district that needs a public toilet. BID staff and BSS will tour several potential locations in November. The property owners with property adjacent to those sites will be asked to attend in order to gain their input

<u>SLO Jordan Leaving Fashion District</u>: Senior Lead Office Alisha Jordan was promoted to Detective and will be leaving Central Division. Officer Julie Nony will replace SLO Jordan, and Officer Randy McCain will return to head the Illegal Vending Team.

<u>Trash Liner Distribution Suspended</u>: The BID protested suspension of the liners and we were issued a three-week supply. We will work to regain our regular supply numbers from the city.

5 Executive Director's Report

Updates to the written report issued prior to the Board of Director's meeting:

<u>Public Records Request</u>: The BID received a public records request from the Los Angeles Alliance for a New Economy (LAANE) for a copy of our security and maintenance contracts. All other BIDs in Los Angeles received the same request.

<u>LAUSD Assessment Payment</u>: Staff at LAUSD responded favorably to the written request for assessment payment. No formal reply has been issued, however they do have until the end of 2005 to respond.

6 The meeting adjourned at 1:05 p.m.

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